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62,28

ROCK GARDEN PLANT COLLECTIONS

Well Rooted Young Plants Most All Bloom First Season MAY 4 1934

LIBRARY
RECEIVED

ASSORTMENT No.1: SPECIAL OFFER, 10 each all 12 kinds, 120 plants, \$2.00
 Aquilegia, Dwarf Double Mixed Liatris Punctata, Dwarf, rosy-purple
 Ageratum, Blue Mist Nepeta Mussini, Lavender, Catmint
 Artemisia Border Mist, Silvery Phlox Subulata, Moss Phlox, Rose
 Delphinium Blue Butterfly, Dwarf Sedum Acre, Gold Moss
 Dianthus Plumarius, Various Sedum Kamtschaticum, Yellow
 Iris Pumila Vara Nana, purple Thymus Fragrantissima, Very Fragrant

ASSORTMENT No.2: SPECIAL OFFER, 10 each all 12 kinds, 120 plants, \$2.00
 Aquilegia Hybrids, Various Veronica Amethystina, Royal Blue
 Artemisia Silver King, Silvery Liatris Legulistylum, Rosy-purple
 Alyssum Saxatile, Dwarf, yellow Saponaria Ocy. Splendens, Rose
 Delphinium Azure Fairy, Sky blue Santolina, Silvery blue
 Dianthus Semperflorens, Various Silk Grass, Yucca specie
 Gypsophila Pan. Grandi. White Sedum Album, Carpet of Snow

ASSORTMENT No.3: SPECIAL OFFER, 10 each all 12 kinds, 120 plants, \$2.00
 Aquilegia Double Purple Platycodon Grandi. Balloon Flower
 Allium Burbanki, Rose-pink Sedum Anglicum, Peach flowers
 Cerastium Tomentosum, Summer Snow Sedum Sarmentosum, Yellow
 Delphinium Royal Blue, Dwarf Erysimum Weaver's Hyb. Lavender
 Festicue Glaucia, Dwarf Festicue Verbena Venosa, Hardy, Purple
 Linaria Dalmatica, Hardy Snapdragon Veronica Rupestris, Blue

ASSORTMENT No.4: SPECIAL OFFER, 10 each all 12 kinds, 120 plants, \$2.00
 Aquilegia Vulgaris, Various Stachys Lanata, Lamb's Ear, purple
 Cheiranthus Allioni, Firey orange Statice Tatarica, Sea Lavender
 Crucinella Stylosa, Bright purple Sedum Spectabile, Showy Sedum, rose
 Delphinium Violet Gem, Dwarf Thymus Citri. Aureus. Lemon Thyme
 Linaria Hyb. Splendens, Br. yellow Verbena Rosea, Hardy, Rose-pink
 Linum Perenne, Blue Flax Veronica Teucrium, Imperial Blue

ASSORTMENT No.5: SPECIAL OFFER, 10 each all 12 kinds, 120 plants, \$2.00
 Aquilegia Nivea Grandi. White Iberis Gibr. Candytuft, White
 Achillea The Pearl, White Lychnis Chalcedonica, Brick-red
 Agrostemma Coronarius, Red Statice Latif. Pink Baby's Breath
 Delphinium White Lady, Dwarf Sedum Stolonifera Cocc. Red
 Linaria Vulgaris, yellow & gold Sedum Ewersii, Deep rose
 Gypsophila Repens. Tr. B. Breath Veronica Teucrium Prostrata, Blue

ASSORTMENT No.6: SPECIAL OFFER, 10 each all 12 kinds, 120 plants, \$2.00
 Aquilegia Bicolor, Blue, white Phalaris A. Var. Ribbon Grass
 Delphinium Skylene, Dwarf Sedum Ternaticum, Evergreen
 Erysimum Pulchellum, Yellow Nepeta Hederacea, Ground Ivy
 Liatris Squarrosa, Rosy-purple Vinca Blue Eyes, Hardy Myrtle
 Melissa Balm, Lemon-scented Viola Culcullata, Native Violet
 Mentha Citrata, Bergamot Mint Viola Hardy Russian, Poplar sort

PRICES: Purchaser's selection of any one variety, from any assortment, well rooted young plants, labelled, 10-20¢; 25-40¢; 100\$1.50.

SPECIAL COMBINATION OFFER...

10 each, Assortments, #1, 2, 24 kinds, 240 plants.....	\$3.75
10 each, Assortments, #1, 2, 3, 36 kinds, 360 plants.....	5.50
10 each, Assortments, #1, 2, 3, 4, 48 kinds, 480 plants.....	7.25
10 each, Assortments, #1, 2, 3, 4, 5, 60 kinds, 600 plants.....	8.75
10 each, Assortments, #1, 2, 3, 4, 5, 6, 72 kinds, 720 plants.....	10.00
15 each, Assortments, #1, 2, 3, 4, 5, 6, 72 kinds, 1080 plants.....	14.00

E.F. WEAVER NURSERIES and GREENHOUSES
 "On The Cannonball, U.S. Highway 54W"
 P.O. Box 428, Wichita, Kansas.

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1. The first step in the process of creating a new product is to identify a market need. This involves conducting market research to understand the preferences and behaviors of potential customers. Once a need is identified, the next step is to develop a concept that addresses this need. This concept should be unique and offer a clear value proposition to the target market.